

REDISTRICTING: WHAT YOUR COMMUNITY NEEDS TO KNOW

Tuesday, July 20, 2021
11:30 AM – 12:30 PM

 INSTITUTE FOR
LOCAL GOVERNMENTSM

THANK YOU FOR JOINING

Webinar Host & Moderator

Melissa Kuehne
Senior Program Manager
Institute for Local Government



WEBINAR OVERVIEW

Redistricting is a complex process that may be challenging to explain to your residents. This process will be further complicated by the fact that local governments are still working to navigate virtual and hybrid public meetings and engagement activities. This webinar will share new outreach rules and tips and strategies to effectively communicate and engage with your residents on redistricting topics.

TODAY'S AGENDA

Welcome

Introductions & Setting the Stage

Presentations

- Ryder Smith, Tripepi Smith
- Mark Jomsky, City of Pasadena

Panel Discussion

Questions

Wrap Up & Close

HOW TO ASK A QUESTION

- All webinar participants will be on MUTE during the entire call.
- Please TYPE any questions into the question box at any time during the webinar.
- The moderator will read your questions during the question period at the end of the webinar.



NON-PROFIT, NON-PARTISAN & HERE TO HELP

ILG is the non-profit training and education affiliate of...



**California Special
Districts Association**
Districts Stronger Together



*We provide practical and easy-to-use resources so local agencies
can effectively implement policies on the ground.*

ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders navigate complexity, increase capacity & build trust in their communities

WHAT WE'RE HEARING IN THE FIELD – VIRTUAL ENGAGEMENT

Hard to navigate hybrid engagement/reopening

Many jurisdictions are seeing more participation in a virtual environment

Exacerbating the digital divide

Challenging to make virtual engagement interactive

TODAY'S PRESENTORS

Ryder Smith
President
Tripepi Smith

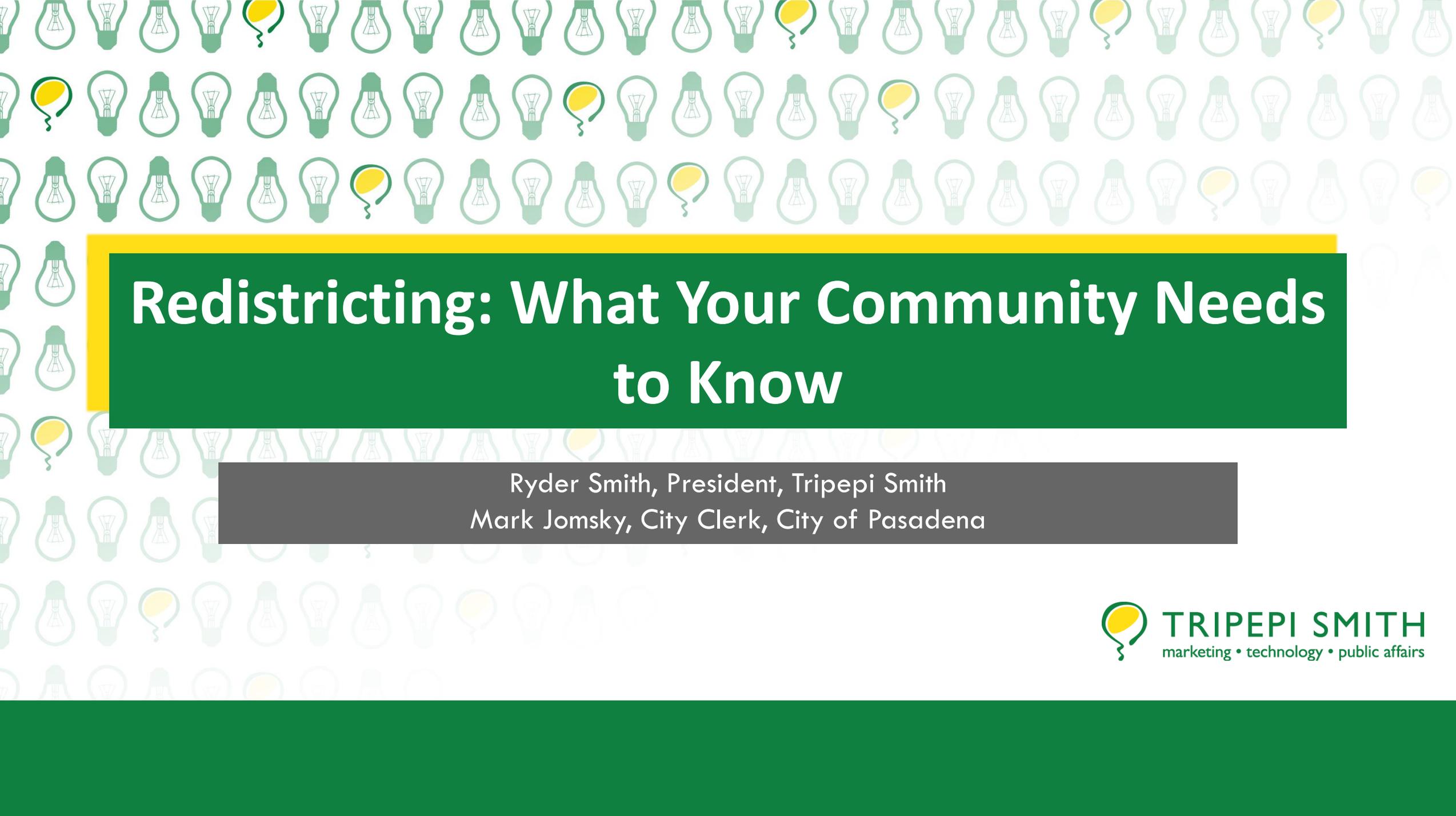


Mark Jomsky
City Clerk
City of Pasadena



Thank you to our Partner Tripepi Smith for making today's webinar possible!





Redistricting: What Your Community Needs to Know

Ryder Smith, President, Tripepi Smith
Mark Jomsky, City Clerk, City of Pasadena

The Redistricting Timeline

- Before adoption, agencies must generate outreach plans, collect data, conduct public forums and draft maps.
- Adoption Deadlines
 - Cities and counties with June 2022 Elections: 12/15/2021
 - Cities and Counties with November 2022 Elections: 4/17/2022
 - School Districts and Colleges: Prior to 3/1/2022
 - Special Districts: 5/11/2022



The Costs of Redistricting Services

- Agencies incur City staff costs to manage the process.
- The City Attorney serves as the legal counsel.
 - Seeks a special legal counsel if necessary
- Hiring a demographer is a required cost.
 - Range: \$30,000 - \$150,000
 - Adjusts as independent redistricting commissions are introduced
- An outreach firm is the most optional of the consulting.
 - Range: \$30,000 - \$150,000
 - Dependent on the amount of outreach desired



Different Pathways to Redistrict

Council/Board Only

- Elected Leaders Choose Districts
- Most Efficient
- Fastest pathway to adoption

Advisory Commission

- Elected Leaders Choose Districts
- Commission heard from public and provides guidance to elected board

Independent Redistricting Commission

- No Decision by Elected Leaders
- Most Demanding Commission Work
- Full Detachment from redistricting process and elected officials



Generating Community Engagement

- More planning and outreach than before
- Goal:
 - Engage and educate the community and candidates on the voting process and new requirements
- Phases of outreach on district formation:
 - Community education on district formation
 - Feedback and engagement for district creation
 - Candidate information on new district process
 - Resident voter education on new district lines and representation



Developing a Successful Outreach Campaign

- Broadening your reach

- Rotate different days and times for public forums and hearings
- Consider the various needs of your community
- Target hard-to-reach communities
- Provide translation services to be easily accessible
 - Creating language assets through Zoom broadcasts
- Leverage community partnerships



Key Outreach Tools

- **Public hearings and forums**
 - Zoom vs. other teleconferencing platforms
- **Social media**
 - Leverage every angle on social media platforms
 - Content x Distribution = IMPACT
- **Websites – 10-year requirement**
 - Dedicated website vs. subpage on an existing agency site
 - Existing website: simple to use, existing branding, familiar URL
 - Dedicated website: less distracting, easier to promote, separate branding, clerks like it



Case Study: City of Pasadena

- For many agencies, the 2021 redistricting process is being conducted under a compressed timeline.
- The 2020 Census data has yet to be released, so agencies must move forward with methods that work around this.





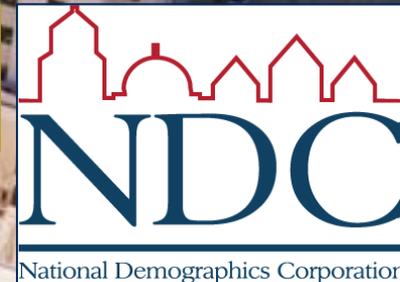
Redistricting Pasadena

Mark Jomsky
Pasadena City Clerk

ALLEGRA
CONSULTING



TRIPEPI SMITH
marketing • technology • public affairs





Redistricting Pasadena

- Pasadena is located in the San Gabriel Valley in Southern California; population of 141,000
- City Council comprised of Mayor (at-large) and Seven Councilmembers (by-district)
- 12 Member Redistricting Advisory Task Force; appointed by City Council to recommend a redistricting plan
- City Council can modify plan or adopt as submitted; plan is adopted by ordinance
- A professional redistricting consultant/demographer team contracted to guide Task Force and City Council through process
- Outreach consultant team hired to focus on outreach, transparency, and public engagement to ensure compliance with FAIR MAPS Act



Redistricting Pasadena

Estimated 2020 Population by District Demographic Data by District

2010	District	Population*	Deviation	% Deviation	% Hispanic	% NH White	% NH Black	% Asian-Am
19,561	1	19,521	-745	-3.68%	50%	18%	24%	6%
19,546	2	19,387	-879	-4.34%	29%	48%	8%	14%
19,311	3	19,710	-556	-2.74%	49%	19%	17%	13%
19,700	4	19,702	-564	-2.78%	21%	52%	6%	20%
19,875	5	21,675	1,408	6.95%	57%	21%	10%	10%
19,555	6	21,830	1,563	7.71%	14%	61%	5%	18%
19,561	7	20,040	-227	-1.12%	16%	52%	4%	27%
137,108	Total	141,866		12.05%	34%	39%	11%	15%
19,587	Ideal	20,267						

2021 Redistricting Process Impacted by COVID-19

Description	Planned Schedule	COVID-19 Schedule
Completion of Census 2020	July 31, 2020	October 15, 2020
Census to release official population data	March 31, 2021	Mid/Late August 2021
California to release official redistricting data	April/May 2021	Late September 2021
Legal deadline for map adoption	December 15, 2021	December 15, 2021
First election with new map City Council Districts 3, 5, and 7	June 7, 2022	June 7, 2022

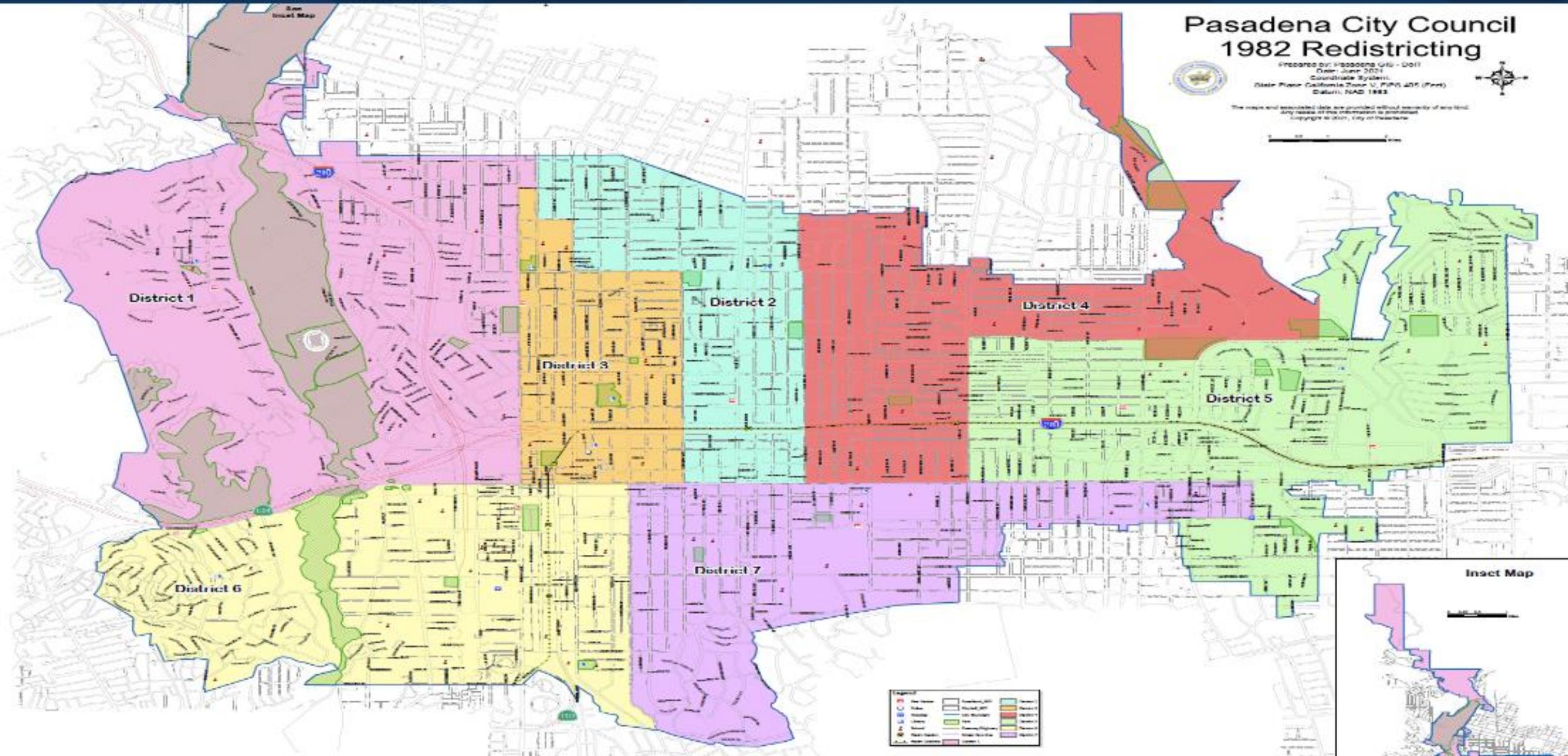
2021 Redistricting Schedule

Full schedule available online at cityofpasadena.net/redistricting

Date	Description
June – August	Community Workshops (Each Council District) Educate the public on redistricting & solicit input on communities of interest in the city
August 19, 2021	Initial Public Hearing Required prior to release of draft maps
Mid/Late August	Census Data Release (Expected) Census Bureau to release official 2020 population data
Mid/Late September	State Data Release (Expected) California to release official 2020 redistricting data
October	Task Force Meetings Public submits draft maps & Task Force selects map(s) to recommend to Council
November - December	City Council Public Hearings Receive recommended plan, discuss, and possibly revise map(s)
By December 15, 2021	Final Map Adoption by City Council Legal deadline for final map adoption by ordinance



PASADENA CITY COUNCIL - 1982





PASADENA CITY COUNCIL - 1992

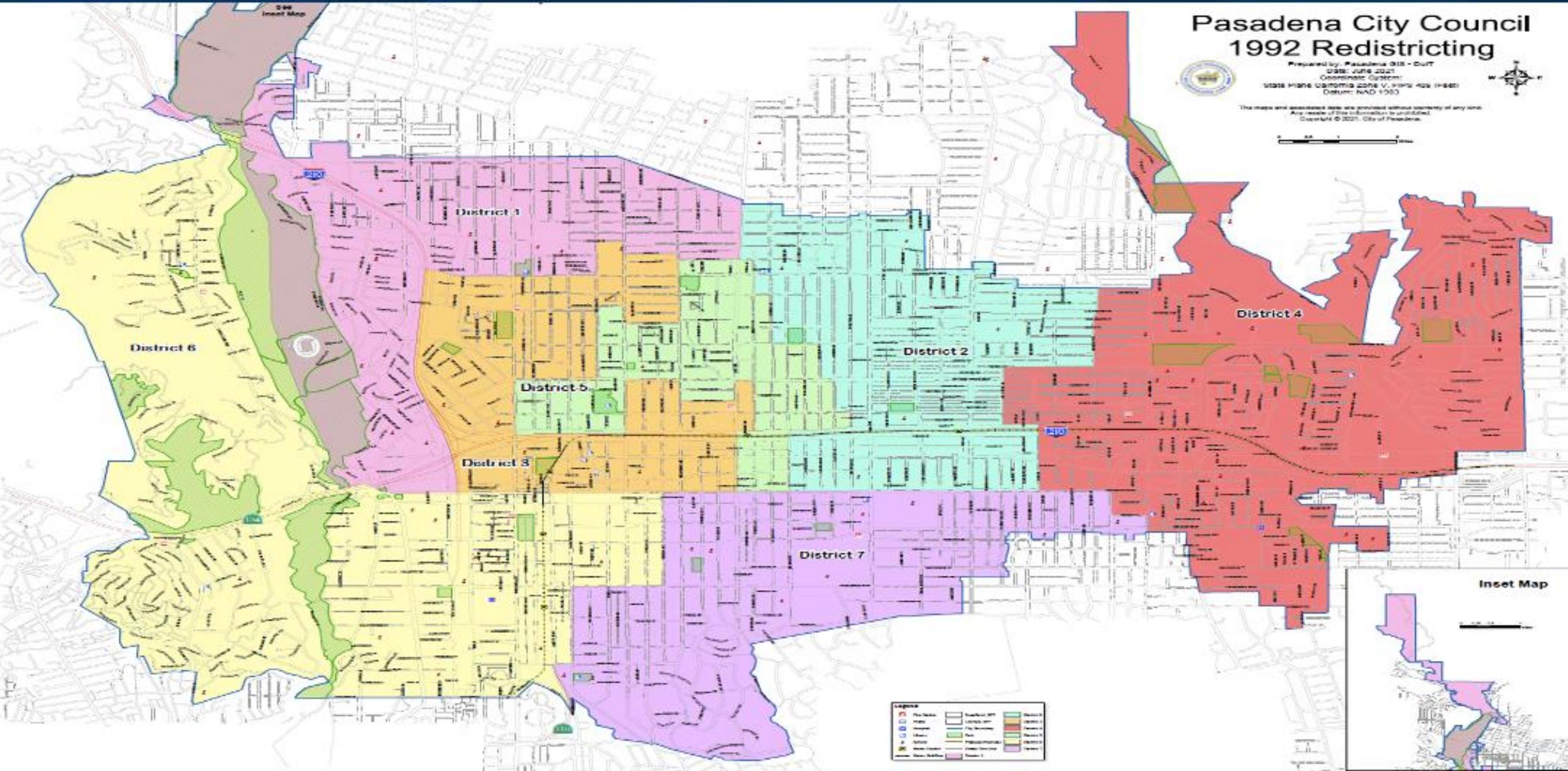
Pasadena City Council 1992 Redistricting



Prepared by: Pasadena GIS - Duff
Date: June 2007
Coordinate System:
State Plane California Zone V, FIPS 425 (NAD83)
Datum: NAD 1983



The maps and associated data are provided without warranty of any kind.
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Legend

1	District 1	1	District 1
2	District 2	2	District 2
3	District 3	3	District 3
4	District 4	4	District 4
5	District 5	5	District 5
6	District 6	6	District 6
7	District 7	7	District 7

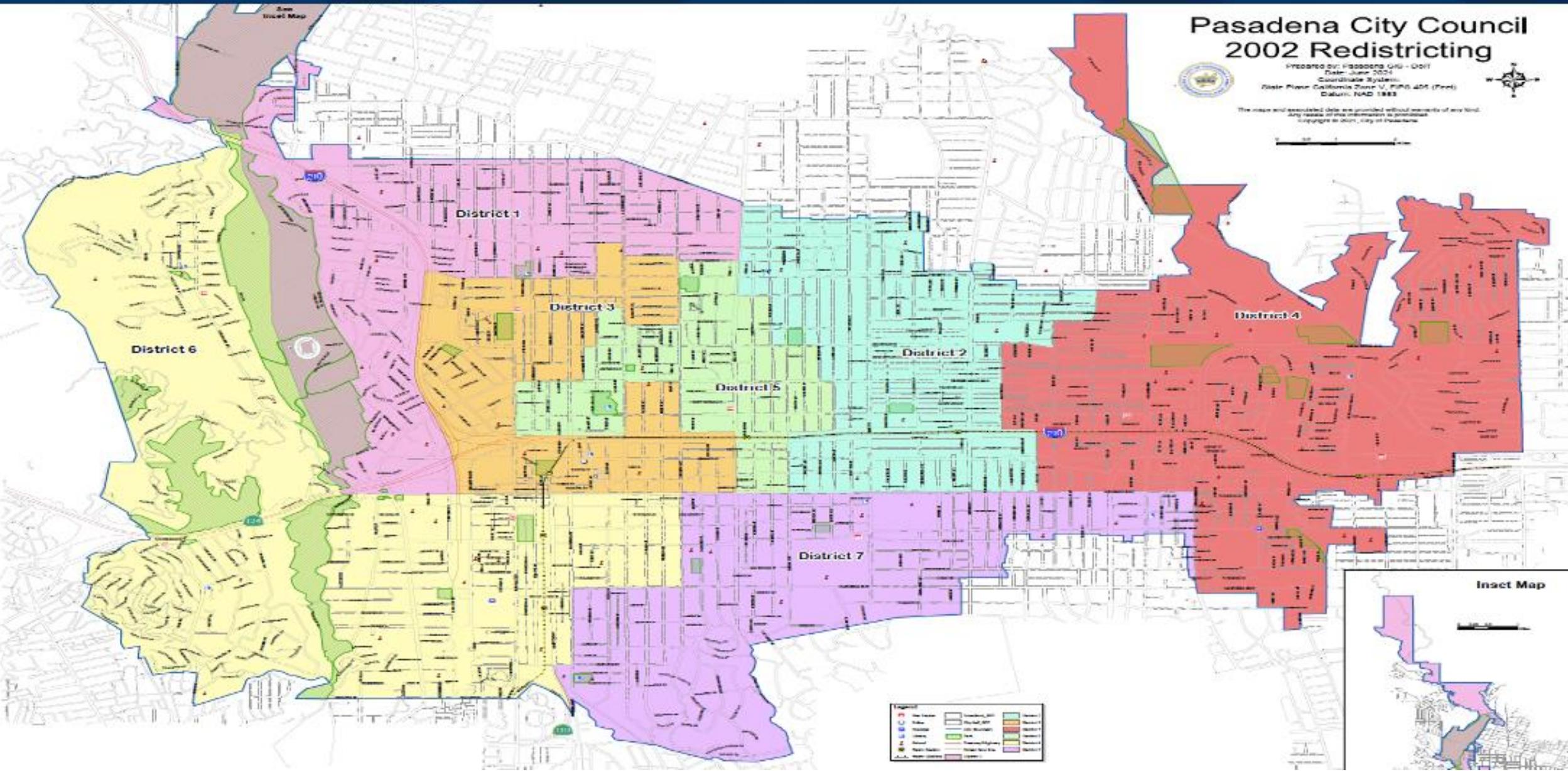


PASADENA CITY COUNCIL - 2002

Pasadena City Council 2002 Redistricting

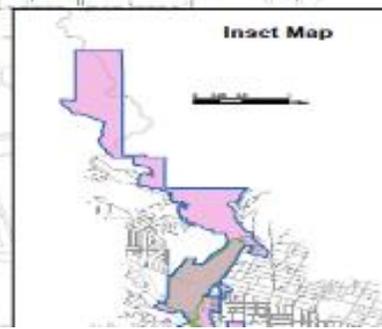
Prepared by: PASADENA GIS - Dept
Date: June 2004
Coordinate System:
State Plane California Zone 12, FIPS 405 (Feet)
Datum: NAD 1983

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Color	District
Pink	District 1
Teal	District 2
Orange	District 3
Red	District 4
Light Green	District 5
Yellow	District 6
Purple	District 7

Inset Map



Legal Requirements for Redistricting

1. Federal Law

- ✓ Ensure equal population
- ✓ Comply with federal Voting Rights Act
- ✓ Prevent racial gerrymandering

2. California Law

1. Ensure geographic **contiguity**
 2. Minimize division of neighborhoods & **“communities of interest”**
 3. Create easily identifiable boundaries
 4. Maintain **compactness**
- ✓ Do not “favor or discriminate against a political party”

3. Other Goals

- Minimize changes to election cycles
- Respect voters’ choices
- Preserve core of existing districts
- Anticipate future growth

Defining “Communities of Interest”

Under California Elections Code, “community of interest” has a very specific definition in the context of redistricting:

A “community of interest” is a **population that shares common social or economic interests** that should be included within a single district for purposes of its effective and fair representation.

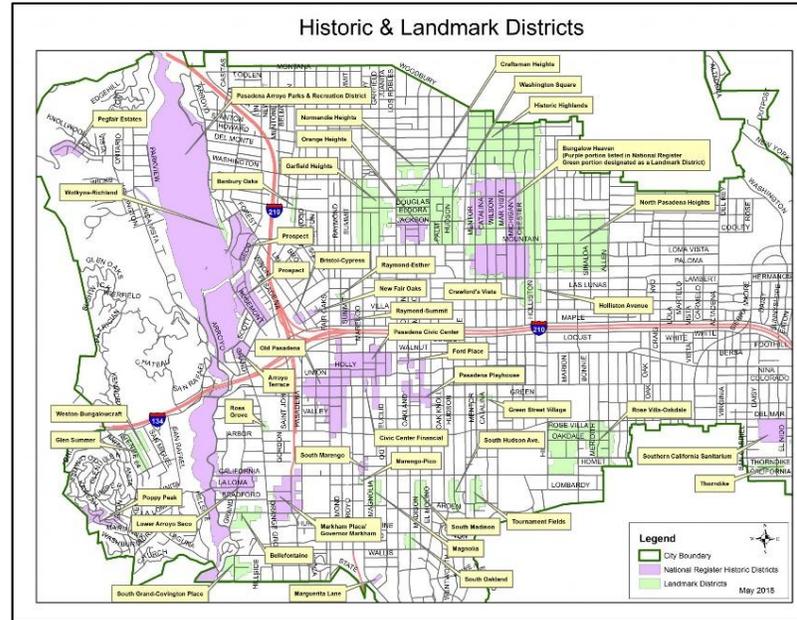
Definitions of “communities of interest” do **not** include relationships with political parties, incumbents, or political candidates.



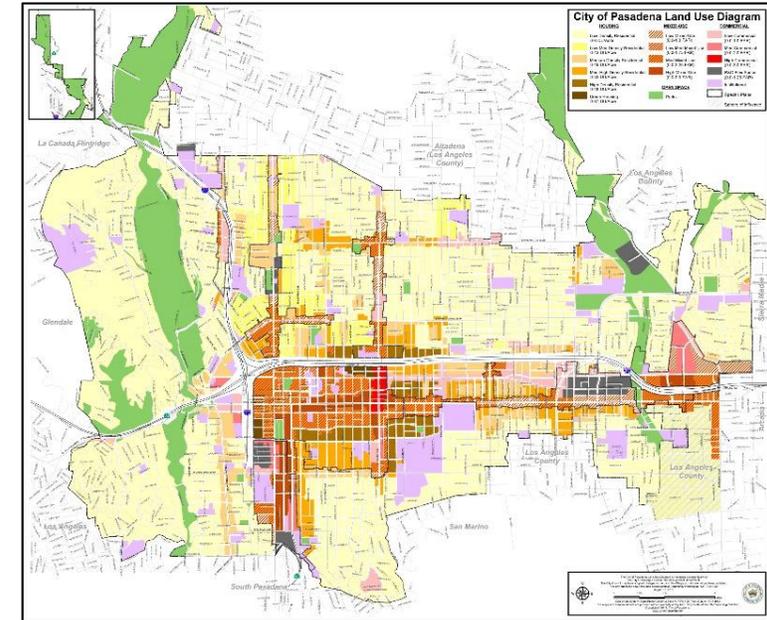
Potential Communities of Interest



Commercial Districts



Historic Districts



General Plan Areas

An interactive collection of maps is available online at cityofpasadena.net/redistricting

Redistricting Community Workshops

Date	Time	City Council District	Workshop Location Virtual and In-Person
06/26 – Sat.	10AM – 12PM	District #2	Zoom/H&H Jivalagian Ctr. 2242 E. Foothill Blvd.
06/30 – Wed.	6PM – 8PM	District #1	Zoom/Rose Bowl Locker Room 1001 Rose Bowl Dr. Parking Lot F
07/08 – Thurs.	6PM – 8PM	District #3	Zoom/Robinson Park Recreation Center Multipurpose Room 1081 N. Fair Oaks Ave.
07/15 – Thurs.	7PM – 9PM	District #4	Zoom/Pasadena City College, Foothill Campus Auditorium Jack Scott Community Room 3035 E. Foothill Blvd.
07/17 – Sat.	10AM – 12PM	District # 7	Zoom/Caltech Beckman Auditorium 332 S. Michigan Ave.
07/20 – Tues.	6PM – 8PM	District #6	Zoom/Pasadena Convention Center, Ballroom A-C 300 E. Green St. Parking Validated @ Paseo Colorado
08/5 – Thurs.	6PM – 8PM	District # 5	Zoom/Villa Parke Community Center, Auditorium 363 E. Villa St.

Samples of City Outreach Efforts

Presorted First Class
U.S. Postage
PAID
Pasadena, CA
Permit #000

PASADENA
City of Pasadena
City Clerk
Redistricting Team
100 North Garfield Avenue
Pasadena, CA 91101

Redistricting Pasadena
Redistricting Pasadena is a community conversation
Redistribuir los distritos de Pasadena es una conversación comunitaria

GET INVOLVED! ¡INVOLUCRESE!

Redistricting Pasadena
GET INVOLVED! ¡INVOLUCRESE!

Redistricting Pasadena
GET INVOLVED! ¡INVOLUCRESE!

Community Workshop
Thursday, August 5
6 p.m. - 8 p.m.
District 7
Villa Park Community Center
363 E. Villa St.
Auditorium

HYBRID EVENT
Both in person and virtual
Accessible on ZOOM
<https://us02web.zoom.us/j/85300442855>

For more information
www.cityofpasadena.net/redistricting
cityclerk@cityofpasadena.net
(626) 744-4124

Attend a community workshop, learn about redistricting, and share your input:

- Understand how shifts in population affect Council District boundaries
- Learn about the redistricting process and how to utilize mapping tools
- Civic engagement experience
- Help to define communities of interest and shared community values
- Consensus building

Asista al taller comunitario, aprenda sobre la redistribución de distritos y comparta su opinión:

- Comprenda cómo los cambios en la población afectan los límites del distrito del consejo
- Aprenda acerca de redistribución y como utilizar herramientas para dibujar mapas
- Experiencia de compromiso cívico
- Ayuda a definir comunidades de interés y comparta valores comunitarios
- La creación de consenso

Direct Mailers

Redistricting Pasadena **GET INVOLVED! ¡INVOLUCRESE!**

Redistricting Pasadena is a community conversation
Redistribuir los distritos de Pasadena es una conversación comunitaria

DATE	DISTRICT	WORKSHOP LOCATION
August 5 6 p.m. - 8 p.m.	5	Villa Park Community Center Auditorium 363 E. Villa St.

HYBRID EVENT: Both in person and virtual
Everyone is invited to attend and participate!

Accessible on ZOOM
<https://us02web.zoom.us/j/85300442855>

Participate in a community workshop, receive information on the process, and share your input:

- Understand how shifts in population affect Council District boundaries
- Learn about the redistricting process and how to utilize mapping tools
- Civic engagement experience
- Help to define communities of interest and shared community values
- Consensus building

Participe en un taller comunitario, reciba información sobre el proceso y comparta su opinión:

- Comprenda cómo los cambios en la población afectan los límites del distrito del consejo
- Aprenda acerca de redistribución y como utilizar herramientas para dibujar mapas
- Experiencia de compromiso cívico
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cityclerk@cityofpasadena.net
(626) 744-4124

Email/Paper Flyers

Redistricting Pasadena **GET INVOLVED!**

Redistricting Pasadena is a community conversation

Community Workshop on Saturday,
July 17, 2021 @ 10 - 12 p.m.
District 7
Caltech
Beckman Auditorium
332 S. Michigan Ave.

HYBRID EVENT:
Both in person and virtual
Everyone is invited to attend and participate!

Zoom link
<https://us02web.zoom.us/j/85300442855>

For more information, please visit www.cityofpasadena.net/redistricting

Social Media Posts

Dedicated Webpage Containing All Relevant Redistricting Information
cityofpasadena.net/redistricting



Questions?

Ryder Todd Smith, ryder@tripepismith.com, (626) 536-2173
[TripepiSmith.com/Redistricting](https://tripepismith.com/Redistricting)

Mark Jomsky, mjomsky@CityOfPasadena.net, (626) 744-4124
CityOfPasadena.net/Redistricting

UPCOMING WEBINARS



ILG WEBINAR SERIES
LEADING LOCAL
A FREE LEADERSHIP SERIES FOR LOCAL GOVERNMENT STAFF & ELECTED OFFICIALS

SESSION #3
NAVIGATING RE-OPENING ANXIETY:
Addressing the Personal, Legal & Operational Impacts of Return to Work

CANDID DISCUSSIONS & EXPERT INSIGHTS ABOUT...

- LEADERSHIP**
- GOVERNANCE**
- ETHICS**
- EQUITY**

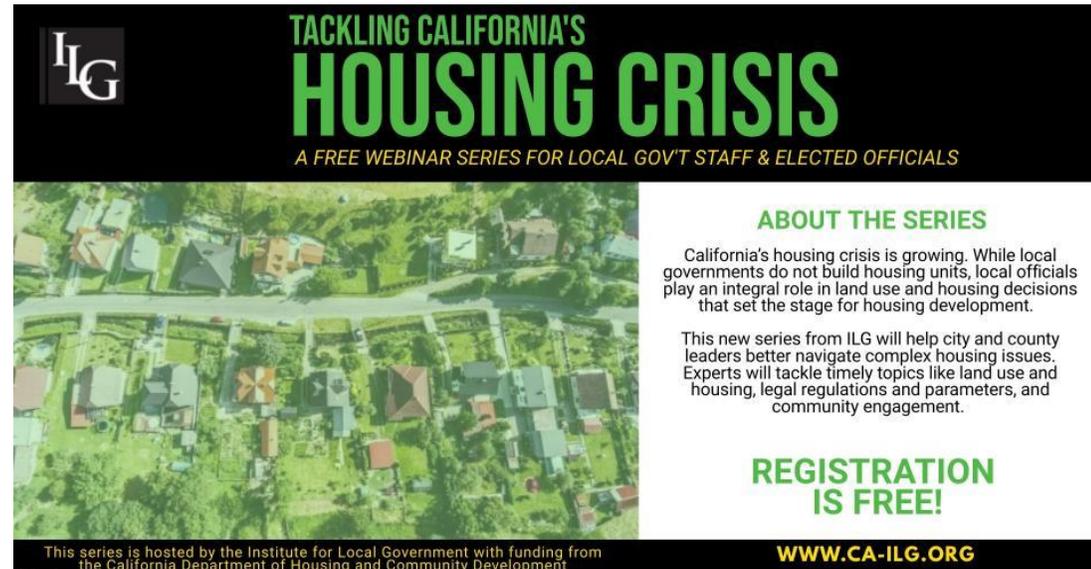
THURS, JULY 29
3:00 - 4:00 PM

SESSION OVERVIEW

After more than a year of shelter in place orders, California has begun the process of fully re-opening workplaces. Local government leaders are in the unique position of having to consider the mental health impacts of new workplace policies, as well as the legal and operational challenges of enforcement and implementation. In this Leading Local webinar, we'll explore the anxiety that local leaders and staff may be feeling about the evolving COVID re-opening guidance and discuss strategies to balance self-care considerations with shifting local, state and federal requirements.

Moderated by ILG CEO & Executive Director, Erica L. Manuel

▶ REGISTER TODAY! WWW.CA-ILG.ORG



ILG **TACKLING CALIFORNIA'S HOUSING CRISIS**
A FREE WEBINAR SERIES FOR LOCAL GOV'T STAFF & ELECTED OFFICIALS

ABOUT THE SERIES

California's housing crisis is growing. While local governments do not build housing units, local officials play an integral role in land use and housing decisions that set the stage for housing development.

This new series from ILG will help city and county leaders better navigate complex housing issues. Experts will tackle timely topics like land use and housing, legal regulations and parameters, and community engagement.

REGISTRATION IS FREE!

WWW.CA-ILG.ORG

This series is hosted by the Institute for Local Government with funding from the California Department of Housing and Community Development

www.ca-ilg.org/HousingWebinars

STAY CONNECTED & STAY INFORMED

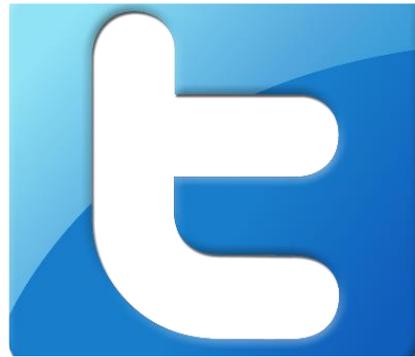
Facebook



Like us on Facebook

@InstituteFor
LocalGovt

Twitter



Follow us on Twitter

@instlocgov

LinkedIn



Connect with us on
LinkedIn

Institute for Local
Government

Newsletter



Sign up for our e-
newsletter

[www.ca-
ilg.org/stayinformed](http://www.ca-ilg.org/stayinformed)

THANK YOU!



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